

LAND

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EXTENSION OF BILLBOARD INCENTIVE URGED

In view of the imminent expiration of the federal financial incentive to states adopting regulatory legislation for billboards and other outdoor advertising, the following night letter was sent on 9 June:

THE HONORABLE MAURINE NEUBERGER
U.S. SENATE, WASHINGTON, D.C.

THE AMERICAN SOCIETY OF LANDSCAPE ARCHITECTS FAVORS CONTROL AND REGULATION OF ADVERTISING SIGNS ALONG HIGHWAYS TO WHICH THEY CONTRIBUTE NOTHING BUT DEFAACEMENT. THEREFORE WE APPLAUD YOUR EFFORTS IN BACKING PRESIDENT KENNEDY'S RECOMMENDATION TO EXTEND FOR TWO YEARS AND TO RAISE TO ONE PERCENT THE FINANCIAL ENCOURAGEMENT IN THE INTERSTATE HIGHWAY PROGRAM TO STATES ADOPTING REGULATORY LEGISLATION. AS A PROFESSIONAL ORGANIZATION WITH A MEMBERSHIP OF 1900 WE WISH YOU EVERY SUCCESS IN THIS IMPORTANT UNDERTAKING.

LYNN M.F. HARRISS
EXECUTIVE DIRECTOR

Since the above wire was sent to Sen. Neuberger, the measure has successfully passed the Senate and has been referred to the House for action.

OPEN SPACE PROPOSAL KILLED BY SENATE

Open Space legislation, originally introduced by Senator Harrison Williams (D-NJ) and subsequently incorporated into the omnibus "Housing Act of 1961," received rough treatment from the U.S. Senate during a floor battle on the night of 8 June.

Late in the session, which recessed at 1:35 a.m., Senator Case (R-SDak) moved to strike out the Open Space section and the motion carried, 46 to 42. The bill itself, S. 1922, with a number of other modifications, was finally carried on 12 June.

The House companion bill, authored by Albert Rains (D-Ala), has been reported out of the House Banking and Currency Committee, and is scheduled for early House consideration. It contains provisions for the acquisition of Open Space lands, but is less positive in language, calling for authorization only. HR 6028 also contains a much-modified provision for a limited amount of land development insurance loans.

A meeting has been scheduled for interested groups, including the ASLA, to consider ways and means of re-introducing the Open Space Land legislation into the Senate.



OREGON joined the ranks of states to license landscape architects when Governor Mark O. Hatfield signed the legislation into law last May. Witnessing the Governor's signature are Registration Committee members William K. Roth (M), David Thompson (M), and Eunice Cottrell Brandt (M), who led the campaign for registration in Oregon.

MITCHELL TO ADDRESS BOULDER MEETING

Robert B. Mitchell of Philadelphia, architect, planner, author, lecturer and critic, will be the Wednesday luncheon speaker at the 62nd Annual Meeting in Boulder, according to a recent announcement by Program Chairman Stanley White.

Mr. Mitchell, now professor of City Planning and director of the Institute of Urban Studies at the University of Pennsylvania, received his B.S. in architecture at the University of Illinois where he was for a time instructor in the Department of Landscape Architecture. Subsequently, he was chief of the Urban Section, National Resources Planning Board from 1940 to 1943. From 1943 to 1948, he served as director of the Philadelphia City Planning Commission and was research professor at the Department of Urban Land Use and Housing at Columbia University from 1948 to 1951. He has held his present post since 1951.

Patrick Horsbrugh, of London and Belfast, currently associate professor of architecture at the University of Nebraska, is to be re-scheduled as keynote speaker at the luncheon on Monday, 10 July. Besides being an architect and planner, Mr. Horsbrugh is a well-known illustrator, lecturer and author. A member of the International Center for Regional Planning of Great Britain, he has served as a visiting critic at Harvard University, North Carolina State College and at the University of Illinois. His address will be substituted for that of Sybil Moholy-Nagy who will be unable to attend.

NCILA program

The National Conference on Instruction in Landscape Architecture, which will begin its three-day parley in Boulder, Colorado, immediately following the Society's Annual Meeting there, has just released advance copies of its program.

Among the highlights of the conference, which will run from July 13 to 15, are a series of orientation talks on the geology, flora and fauna of the Rocky Mountains by three local authorities; a field study trip through the neighboring mountains with a luncheon at the Estes Park Chalet and dinner at the Grand Lake Lodge; and a foot tour of the famed old mining town, Central City, with browsing in its gambling rooms, venerable opera house, and mines.

In addition, the program promises a wide variety of entertaining speakers who will discuss topics of interest to all instructors of landscape architecture. Among the talks scheduled are those on the National Park Service's "Mission 66 and 76 Programs" by Rocky Mountain National Park Supervisor Allyn Hanks; "Landscape Architecture and the National Parks" by Tom DeHaven; "Seasons in the High Mountains" by Ranger John R. Douglas; "Reclamation and Water Conservation on the Colorado River" by John R. Spencer, Regional Director of the Shadow Mountain Lake, Granby Pumping Station; "Landscape Architects and Forest Recreational Planning" by Henry A. Harrison, Assistant Regional Forester at Winter Park in the Berthoud Pass Area.

students honored

The 1961 ASLA Certificate of Merit for Excellence in the Study of Landscape Architecture has been awarded to the following outstanding seniors in accredited schools of landscape architecture:

Jerry M. Bartenfeld	University of Georgia
William A. Spooner	" "
Max Z. Conrad	Louisiana State Univ.
Keith D. Hollinger	" "
Margaret Macdonnell Kelley	Michigan State Univ.
Robert L. Phillips, Jr.	North Carolina State
Herman Dean Juffer	Iowa State University
Robert Ralph Harvey	" "
Phillip E. DeTurk	Univ. of Illinois
Donald Molnar	" "
Thomas H. Bonnell	Ohio State University
John Flagg Gillham	University of Oregon
Gale Allen McArthur	" "
Frank D. Milus	Penn. State Univ.
James R. DeTuerk	" "

IN MEMORIAM

GEORGE D. HALL, FASLA
26 March 1877 - 25 February 1961

ARTHUR LEE PECK, ASLA
14 November 1882 - February 1961

TOM WALLACE, ASLA (Hon.)
26 November 1874 - 5 June 1961



a note from the executive director

"Never underestimate the power of a woman" is an old saying which may have been good food for thought some generations ago but which is today so obvious that it is almost redundant. Women do most of our consumer buying, handle a large portion of money and property. Their place in industry and politics is secure. Get them together and things happen, as witness the League of Women Voters, the American Association of University Women, and Garden Clubs of America.

But an important source of this kind of power for the advancement of the profession of landscape architecture remains relatively untapped: the wives of landscape architects! Attorneys have their "Lawyer's Wives"; architects have their "Women's Architectural Leagues"; but so far we have yet to hear of a "Landscape Architects' Wives" or a similar group by whatever name.

Raising money at chapter or section level by garden tours and the like is but one way in which they can aid their husbands' professional lives. The proceeds could go for a much-needed pamphlet or roster, the renting and "fixing up" of a chapter office, aid to registration activities, and a host of other possibilities. However, the greatest advantage of all is that the ladies will get to know each other better, establish closer ties on a family-to-family basis, might even cultivate a taste for going to chapter meetings to see their friends!

An Idea?

Lynne M. Hanks

on the registration front

Texas efforts toward registration have been thwarted, in spite of combined efforts by the Southwest Chapter, ASLA, and the Texas Landscape Association. According to word from Chapter Secretary "Chet" Nichols:

"The public hearing opposition to the bill came from two unexpected sources. Senator George Parkman of Dallas and Senator Hardeman of San Angelo voiced opposition to the bill because they thought the bill was discriminatory against home builders and nurserymen. As soon as the other senators saw that there was opposition to the bill, the bill was killed.... Mr. Parkhouse is in the outdoor sign advertising business..."

Connecticut's registration bill was "sent to the Legislative Council for a two-year study" by the Assembly's General Law Committee, along with licensing bills for "such trades and professions as television repairing, plumbing, landscaping, photography, social work and electricians," according to word from ASLA Treasurer George Yarwood.

Virginia's registration becomes effective on 1 January 1962. Those interested should address correspondence to Mr. Turner N. Burton, Director, Department of Professional and Occupational Registration, 1322-28 East Grace St., Richmond 2, Va.

on capitol hill

SELF-EMPLOYED RETIREMENT LEGISLATION (H.R. 10), sponsored by Keogh (D-NY) and Utt (R-Cal), passed the House of Representatives by an almost unanimous voice vote. Only three members of the House spoke against the measure, Byrnes (R-Wis), Curtis (R-Mo) and Alger (R-Tex). Even they were in agreement that the present law contains an inequity which discriminates against the self-employed.

CREATION OF A DEPARTMENT OF URBAN AFFAIRS AND HOUSING is being studied by House and Senate committees as H.R. 6433 and S. 1633, respectively.

hither and yon

● **WILLIAM H. HAVENS** and **GEOFFREY L. RAUSCH** (both ASLA Student Affiliates) have been recommended to receive the 1961 Dumbarton Oaks Garden Scholarships, according to Leon Zach (F), ASLA committee chairman. The ASLA Committee announces the scholarships, screens the applicants, and recommends selection of candidates to the Dumbarton Oaks Advisory Committee. Mr. Havens is a student at the University of California while Mr. Rausch attends the Ohio State University.

● **S.W. BRIDGERS** (M), president of the California Council of Landscape Architects, announces the appointment of John W. Harris as the council's executive secretary. Harris, 28, a public relations consultant, succeeds C. Mason Whitney (M) in the job. The official address for CCLA will henceforth be: 5417 Ogilby Way, Carmichael, California.

● **FREDERIC M. ROBINSON** (M) of Marietta, Georgia, was official spokesman for the Georgia Section and Southeastern Chapter of the Society at a June 15 hearing on billboard regulation before the state House of Representatives' Billboard Committee. In his testimony, Mr. Robinson said "We respectfully request and urge this committee to assist in the enactment of legislation to regulate outdoor advertising along Interstate and Defense Highways in Georgia and to include in such legislation minimum standards in harmony with those drafted by the Department of Commerce." Also on hand for the hearing was Southeastern Chapter Trustee William C. Pauley (F) who also voiced his support of the proposed legislation.

● **CHAPTER PROGRAM CHAIRMEN** may be interested in previewing a new color film on urban renewal entitled "Building Better Cities." Produced by the U.S. Chamber of Commerce, the film is now available on a rental basis. A prospectus on the film, together with an order blank, has been sent to all ASLA chapter secretaries.

● **DARLING, INNOCENTI & WEBEL** has announced that after June 1, 1961, the firm will conduct its practice of landscape architecture and site planning at new offices under the firm name of **DARLING & WEBEL**, 101 Park Ave., New York 17, N. Y.

● **JAMES B. GODWIN** (M) has announced the continuing practice of landscape architecture and planning under the new firm name of **James B. Godwin & Associates** (formerly Godwin & Bell), 910 Odd Fellows Bldg., P.O. Box 384, Raleigh, N. C.

● **RICHARD C. BELL** (M) has announced the opening of an office for the practice of landscape architecture at RFD 6, Raleigh, N. C.

● **LANDSCAPE ARCHITECTURE** magazine, now in its 51st year of continuous publication, is seeking perceptive articles, essays, and reports on new trends in design, theory and landscape practice.

Of particular interest to the editors are contributions on the following subjects: The relation of landscape design to contemporary architecture; sculpture in the modern landscape; design of "arrival landscape"; "Floorscape" designs for patios, malls, plazas, etc.; critical reviews, especially those challenging accepted doctrines in well-documented fashion; illustrated critiques of outstanding works of landscape architecture; and unusual or significant design in domestic gardens. Send manuscripts or brief synopses of proposed articles to Grady Clay, Editor, **LANDSCAPE ARCHITECTURE**, 344 South Peterson Ave., Louisville 6, Ky.

● **SPEAKING OF LANDSCAPE ARCHITECTURE**, it's not too soon to remind you that every time you mention the quarterly when writing for literature advertised therein means one more satisfied advertiser...and satisfied advertisers help make the Society's journal possible! Needless to say, leads on new advertisers are always more than welcome at ASLA headquarters.

recommended reading

"Better Living" Section, **LIFE** magazine, 2 June and subsequent issues.

"Roadside-Rest Sign Welcome Sight for Motorists in Ohio" by Wilbur J. Garmhausen (M) in **BETTER ROADS** magazine, May 1961. According to Wilbur Simondson (F), subscriptions to the magazine are available without charge by a request on office letterheads to **BETTER ROADS**, 173 W. Madison St., Chicago 2, Ill.

"More Than Meets the Eye," an article on landscape treatment of highways by Paul W. Kearney, in the **NATIONAL CIVIC REVIEW**.

STANDARD MANUAL OF EXPENSE ACCOUNTS FOR SHOPPING CENTERS, published by the Urban Land Institute, 1200 18th St., N.W., Washington 6, D.C.

SELECTING CONSULTANTS FOR PROJECT PLANNING is the name of the Urban Renewal Administration's Technical Guide No. 1 now available at 15 cents per copy from the URA, Washington 25, D. C.

calendar

1-30 July	Atlanta, Georgia: S.E. Chapter's "Traveling Exhibition" on display at Atlanta Art Assn. Galleries.
10-13 July	Boulder, Colorado: 62nd Annual Meeting, Harvest House.
15-20 July	Washington, D.C.: 86th Annual Convention & Trade Show, American Assn. of Nurserymen. Statler Hotel.
7-11 August	Ft. Collins, Colorado: 3rd Annual Western Resources Conference. Colorado State University Auditorium.

EMPLOYMENT OPPORTUNITIES

CALIFORNIA, Hayward: Park Superintendent to direct recreation and park facilities. Qual.: 5 yrs. progressively resp. positions in pk. mgmt. field, plus grad. from accred. coll. in l.a., hort., or forestry, supplemented by courses in pub. adm. Proposed Salary: \$710-862 per mo. Write to: Everet L. Gale, Supt., Hayward Area Recreation & Park District, 1015 E Street, Hayward.

DISTRICT OF COLUMBIA, Washington: Landscape Architects (2) for devel. of federal building sites throughout U.S. Qual.: City and site plan. exp., degree from recognized univ. in l.a. plus tech. exp. for Civil Service Grades GS 7 and 11. Submit applications on U.S. Govt. Form 57 (avail. from any P.O.) to Box G, ASLA, 2000 K St., N.W., Washington 6, D.C.

FLORIDA, Fort Lauderdale: Landscape Architect for Parks Dept. Qual.: Degree in l.a. from accredited 4-yr. coll. and U.S. citizenship. Some exp. desired. Salary: \$420-525 per mo. Write to: Dept. of Civil Service, City of Fort Lauderdale, Rm. 205, 301 N. Andrews Ave., Fort Lauderdale.

ILLINOIS, Rock Island: Planning Technician (2) to work with redevelopment planner on federally-assisted urban renewal program. Qual.: Degree in city plan., arch., eng., or related field plus 1 yr. exp. in planning or adm., pref. in urban renewal field. Salary: \$5220-6345. Send resume to: Administrative Officer, City Hall, Rock Island.

INDIANA, New Augusta: Landscape Architect for landscape design, site devel., supervision, survey, specifications, estimating. Wide range of work from

sm. gardens to half-million dollar construction, private, industrial, churches, schools. Private firm. Salary: Open. Write to: Frits Loonsten, Landscape Arch., 3940 W. 71st St., Indianapolis 68, Ind. Tel.: AX 1-7225.

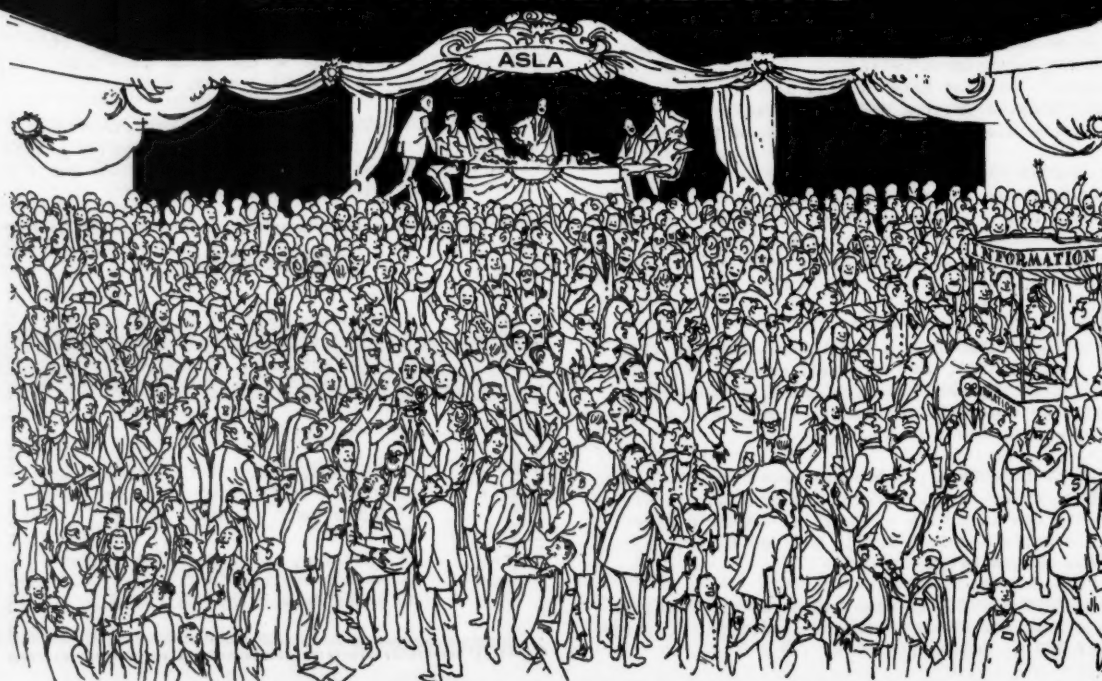
MONTANA, Great Falls: Planning Director. Qual.: Degree in plan., l.a., arch., or rel. field plus 2 yrs. exp. Master's degree may be subst. for 1 yr. exp. Salary: \$7500-8000. Write to: Frank B. Shanley, Pres., Great Falls City-Co. Plan. Board, P. O. Box 1688, Great Falls.

OHIO, Columbus: Landscape Architect to serve on staff of University Architect, The Ohio State University. Qual.: Degree in landsc. arch., plus 3-4 yrs. exp. Salary: \$6600-7200. Write or contact: W. E. Lynch, University Architect, 1314 Kinnear Rd., Columbus 12.

WISCONSIN, Waukesha: Landscape Architect to head park design and devel. section of county park system. Qual.: Degree in l.a. plus three yrs. exp. Sound knowledge of park devel. problems essential. Salary: \$6600-7800 plus exc. fringe benefits and working conditions. Write to: Harold A. McMiller, Exec. Dir., Waukesha Co. Park and Plan. Commission, Courthouse, Waukesha.

Landscape Architect (Woman) seeking creative opportunity in private practice, park or highway dept., or with land developer. B.S. in L.A. from Univ. of Calif.; Ten yrs. exp. in subdivision design and processing with co. plan. office. ASLA member. Will attend Boulder Mtg. Write to: Box H, C/O ASLA.

Let's Talk It Over at Our 62nd ANNUAL MEETING



Harvest House · Boulder, Colorado · July 10-12, 1961

